

# TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BWT BRANDS, INC.		11/07/2004	CORPORATION: DELAWARE

## RECEIVING PARTY DATA

Name:	R.J. REYNOLDS TOBACCO COMPANY
Street Address:	401 NORTH MAIN STREET
City:	WINSTON-SALEM
State/Country:	NORTH CAROLINA
Postal Code:	27102
Entity Type:	CORPORATION: NORTH CAROLINA

## PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78436240	FROM BLU RHYTHMS TO NU RHYMES

## CORRESPONDENCE DATA

Fax Number: (336)741-7598  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 336-741-6303  
 Email: COFFEYJ@RJRT.COM  
 Correspondent Name: JOSEPH K. COFFEY  
 Address Line 1: 401 NORTH MAIN STREET  
 Address Line 4: WINSTON-SALEM, NORTH CAROLINA 27102

NAME OF SUBMITTER:

JOSEPH K. COFFEY

Total Attachments: 1

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CH \$40.00 78436240

## ASSIGNMENT

WHEREAS BWT Brands, Inc., a Delaware corporation, residing at 2600 Weaver Road, Macon, Georgia 31217 ("Assignor"), is the owner in the United States of Application No. 78/436240 for the trademark FROM BLU RHYTHMS TO NU RHYMES (hereunder called the "Trademark"); and

WHEREAS R.J. Reynolds Tobacco Company, a North Carolina corporation, residing at 401 North Main Street, Winston-Salem, North Carolina 27102 ("Assignee"), is desirous of acquiring the Trademark;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee all right, title and interest in and to the Trademark together with the goodwill of the business associated with the Trademark. Assignor covenants that it will execute and deliver all such documents and instruments that are needed to record Assignee as the owner of the Trademark.

Assignee hereby accepts the assignment of the Trademark.

IN WITNESS WHEREOF, the parties hereto have caused their respective authorized representatives to execute this Assignment.

BWT BRANDS, INC.

By: Steve J. Derty

Title: President

Date: 11/7/04

R.J. REYNOLDS TOBACCO COMPANY

By: [Signature]  
Vice President, Deputy General Counsel  
Title: and Secretary

Date: 11-17-04